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ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers the planning and writing of advertisements and organizing sales promotion and public relation activities in wholesale and retail businesses. The course is comprised of two units: (1) Advertising Fundamentals and (2) Promotion. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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ED197175

MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing

Course: Advertising and Promotion.

CE 027 805

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

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File Code: 27.10.00.00.A2-1

Date Published: 3/24/75

Learning Experience Guide

COURSE: ADVERTISING AND PROMOTION

DESCRIPTION:

This course covers the planning and writing of advertisements and organizing sales promotion and public relation activities in wholesale and retail businesses.

RATIONALE:

Professional sales and mid-management personnel are often required to write advertisements and to plan and carry out promotional activities which help sell the products sold by their businesses.

OJECTIVES:

Identify and demonstrate the fundamentals of advertising and sales promotion activities and construct an advertisement for a local newspaper.

PREREQUISITES:

Basic Salesmanship 27.07
Communications Skills, Level G
Visual Merchandising 27.06

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete all units in this course unless otherwise specified on the Student Work Plan. Take the course test.

Principal Author(s): B. Egan

UNIT TITLES:

.01 Advertising Fundamentals
.02 Promotion

EVALUATION PROCEDURE:

Complete the course test with 80% accuracy.

FOLLOW-THROUGH:

Go to the first assigned unit.

RESOURCE LIST

Printed Materials

1. Advertising. William H. Antrim, Gregg Division/McGraw-Hill Book Company, 1970.
2. Display and Promotion. Gary R. Smith, Gregg Division/McGraw-Hill Book Company, 1970.
3. Encyclopedia of Advertising. Graham, Fairchild Publications, Inc., 1970.

Audio/Visuals

35 mm sound filmstrips:

1. Advertising. Current Affairs Films.
2. Newspaper Advertising. International Film Bureau, 1970.

Equipment

1. Art supplies and equipment:
   - onion skin paper
   - pen
   - pencil
   - rubber cement
   - ruler
   - scissors
   - soft pencils
   - tape or glue
   - t-square
2. Multi-Ad service examples.
3. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.
4. Video tape equipment.

COURSE PRETEST ANSWER KEY: ADVERTISING AND PROMOTION

Occupational Area:
File Code: 27.10.00.00.A2-2
Name:

ANSWERS

10.01.01	1. A		27.10.01.05	21. C		41.	
	2. C			22. D		42.	
	3. D			23. A		43.	
	4. C			24. A		44.	
	5. D			25. C		45.	
10.01.02	6. A		27.10.01.06	26. D		46.	
	7. D			27. A		47.	
	8. D			28. A		48.	
	9. B			29. C		49.	
	10. B			30. D		50.	
10.01.03	11. D		27.10.02.01	31. B		51.	
	12. C			32. D		52.	
	13. A			33. B		53.	
	14. D			34. C		54.	
	15. C			35. D		55.	
10.01.04	16. B		27.10.02.02	36. A		56.	
	17. D			37. B		57.	
	18. A			38. D		58.	
	19. C			39. D		59.	
	20. A			40. B		60.	

Student: _____ File Code: 27.10.00.00.A2-2

Date: _____ Date Published: 8/5/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

COURSE POST TEST: ADVERTISING AND PROMOTION

27.10.01.01

1. Companies that advertise their own products by brand name are called:

   a. national advertisers.
   b. standard advertisers.
   c. institutional advertisers.
   d. industrial advertisers.

2. Advertising is a less expensive substitute for which of the following activities?

   a. public relations.
   b. publicity.
   c. personal selling
   d. display

3. Which of the following advertising personnel prepare textual material for retail advertisements?

   a. the proofwriter.
   b. the advertising clerk.
   c. the rewrite man.
   d. the copywriter.

4. A person who sells advertising for a newspaper is known as which of the following?

   a. classified advertising salesman.
   b. general account salesman.
   c. display advertising salesman.
   d. specialty advertising salesman.

5. Which of the following business fields offer more job opportunities for beginners than any other area?

   a. industrial advertisers.
   b. wholesaler advertisers.
   c. advertising agencies.
   d. retail advertisers.

27.10.01.02

6. The largest amount of advertising expenditures is for advertising in which of the following media?

   a. newspapers
   b. magazines
   c. radio
   d. television

27.10.01.02 cont.

7. Advertisements placed in a special section of a newspaper and arranged according to product or service with no illustrations are called:

   a. standard line advertisements.
   b. nonpromotional advertisements.
   c. block advertisements.
   d. classified advertisements.

8. Advertisements placed throughout a newspaper that make use of attention getting elements such as different space sizes, types, and layouts are called:

   a. illustrated advertisements.
   b. promotional advertisements.
   c. graphic advertisements.
   d. display advertisements.

9. Newspaper advertising is most noted for its:

   a. rigidity.
   b. flexibility.
   c. appeal to teenagers
   d. high cost per thousand readers.

10. The major portion of the cost of newspaper and magazine publishing is paid for by:

   a. sponsors.
   b. advertisers.
   c. stockholders.
   d. parent companies.

27.10.01.03

11. The major purpose of advertising headlines is to:

   a. give price information.
   b. clinch the sale.
   c. give product information.
   d. arouse interest.

12. Most large retail store copywriters receive a detailed description of the merchandise to be advertised from a:

   a. copy pad.
   b. layout book.
   c. fact sheet.
   d. product record.

13. In the AIDCA formula, the "C" stands for:

   a. credibility.
   b. confidence.
   c. contest.
   d. correlation.

27.10.01.02 cont.

14. "Don't go without it" would be an example of a headline that:

    a. highlights features.
    b. contains news.
    c. promises benefits.
    d. provokes curiosity.

15. Ads are most effective when they promise the reader a:

    a. product.
    b. feature.
    c. benefit.
    d. service.

27.10.01.04

16. When elements of different weights are placed at different distances from the optical center, what effect is created?

    a. contrast.
    b. informal balance.
    c. proportion.
    d. repetition.

17. Eye direction is another name for the principle of:

    a. distribution.
    b. placement.
    c. position.
    d. movement.

18. The most economical illustration to reproduce for advertising is the:

    a. pen and ink drawing.
    b. water color drawing.
    c. painting.
    d. wash drawing.

19. Organizing the elements of an ad layout into a harmonious composition that makes a single impression is called:

    a. coordination.
    b. expression.
    c. unity.
    d. association.

20. The first step in the preparation of an ad layout is to prepare a:

    a. thumbnail sketch.
    b. semicomp.
    c. rough layout.
    d. graphic record.

27.10.01.05

21. The third largest promotion medium after newspaper and television advertising is:

a. magazines.
b. display.
c. direct mail.
d. radio.

22. The most important ingredient in any successful direct mail campaign is the:

a. postal system.
b. selection of products.
c. bulk mailing rate.
d. mailing list.

23. The form of direct mail advertising that is used because of its personal approach is the:

a. letter.
b. folder.
c. postcard
d. brochure.

24. The most important use of direct mail advertising is soliciting:

a. orders.
b. salesmen.
c. suppliers.
d. stockholders.

25. A booklet which is especially elaborate is called a:

a. sonnet.
b. signet.
c. brochure.
d. graphic folder.

27.10.01.06

26. Magazines often provide their advertisers with:

a. premiums.
b. editorial space.
c. free samples.
d. research studies.

27. In the Starch Consumer Magazine reports, individuals in the household where a copy of a magazine was originally received are classified as:

a. primary readers.
b. buying audience.
c. initial subscribers.
d. secondary readers.

27.10.01.06 cont.

28. The difference between the number of people who choose a package of an advertised brand before and after viewing a commercial is called:

a. preference charge.
b. brand exchange rate.
c. variation.
d. product deviation.

29. Information is provided about the meaning received by readers from advertisements through the use of:

a. aptitude tests.
b. post tests.
c. recall tests.
d. surreptitious tests.

30. Advertising research is used to measure the effectiveness of the:

a. newspaper's image.
b. product packaging.
c. firm's reputation.
d. medium that delivers the message.

27.10.02.01

31. An article that is offered to a prospect as an inducement to buy is called a:

a. consideration.
b. premium.
c. prize.
d. trade device.

32. When the consumer sends in a proof of purchase and a specified amount of money for an item, this is called what type of premium?

a. price recovery.
b. at-cost.
c. cost-plus.
d. self-liquidating.

33. Certificates given to customers entitling them to cash discounts, merchandise, or related items are called:

a. self-liquidating premiums.
b. coupons.
c. discount cards.
d. cash certificates.

34. What is the average expected rate of redemption for coupons?

a. 25-40%
b. 5-10%
c. 15-20%
d. 40-50%

27.10.02.01 cont.

35. The highest rate of redemption for coupons can be obtained using which of the following distribution methods?

a. car cards.
b. newspapers.
c. magazines.
d. direct mail.

27.10.02.02

36. Any activity designed to build goodwill toward a business organization is a definition of:

a. public relations.
b. sales promotion.
c. advertising.
d. community service.

37. In working with newspaper publicity, the person to contact on the newspaper would be the:

a. managing editor.
b. city editor.
c. rewrite reporter.
d. copy chief.

38. In attempting to get radio or television publicity, the person to contact would be the:

a. news media coordinator.
b. copywriter.
c. news director.
d. program director.

39. A good public relations program starts with improving relations with which group?

a. city councils.
b. suppliers.
c. youth groups.
d. employees.

40. If a news release runs more than one page, what should be placed at the bottom of the first page?

a. "continued".
b. "more".
c. "page 1 of 2".
d. "see page 2".

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Date Published: 4/15/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Experience Guide

UNIT: ADVERTISING FUNDAMENTALS

RATIONALE:

Sales and mid-management personnel are often required to plan and write advertisements which attract customers and help sell the products sold by their businesses.

PREREQUISITES:

Basic Salesmanship 27.07
Communications Skills, Level G
Visual Merchandising 27.06

OBJECTIVE:

Identify and demonstrate the fundamentals of advertising and an ability to plan and write an advertisement for a local newspaper.

RESOURCES:

Printed Materials;

Advertising, William H. Antrim, Gregg Division/McGraw-Hill Book Co., 1970

Audio/Visuals:

Newspaper Advertising, International Film Bureau, 1970, Sound Filmstrip
Advertising, Current Affairs Films, Sound Filmstrip

Equipment:

Art Supplies and Equipment
Singer-Graflex 35mm Filmstrip Projector (or equivalent)
Multi-Ad Service Examples
Onion Skin Paper
Scissors
Rubber Cement
Pencil
Pen
T-Square
Ruler
Soft Pencils
Tape or Glue

Principal Author(s): B. Egan

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit.

PERFORMANCE ACTIVITIES:

.01 Types of Advertising
.02 Advertising Media
.03 Preparing Advertising Copy
.04 Illustrated Advertising
.05 Direct Mail Advertising
.06 Evaluating Advertising
.07 Developing a Newspaper Advertisement

EVALUATION PROCEDURE:

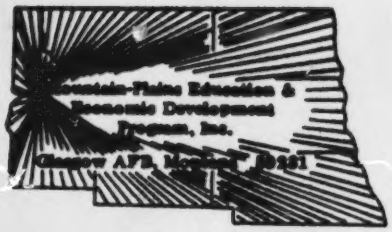
Complete an instructor-scored multiple-choice test with 80% accuracy.
Complete a performance test according to the criteria listed on the test.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.10.01.00.A2-2

Date: _____ Date Published: 7/24/1974



UNIT PRETEST: ADVERTISING FUNDAMENTALS

27.10.01.01

1. Trade advertising is meant to influence which of the following businesses?

   a. wholesalers and retailers.
   b. wholesalers only.
   c. retailers only.
   d. wholesalers and service businesses.

2. The individual responsible for planning and directing advertising activities of an agency's clients is called the:

   a. account executive.
   b. advertising director.
   c. promotion manager.
   d. advertising administrator.

3. The channels of communication used by advertisers are referred to as:

   a. media.
   b. transmission channels.
   c. advertising lines.
   d. didactics.

4. The largest number of advertising jobs in the media fields are:

   a. management.
   b. writing.
   c. artists.
   d. sales.

5. The goal of institutional advertising is to:

   a. support personal selling.
   b. remind the public of the company's trade name.
   c. remind consumers of established products.
   d. introduce a new product.

27.10.01.02

6. Since the introduction of television to America, the number of radios has:

   a. increased.
   b. decreased.
   c. been replaced by televisions.
   d. remained the same.

27.10.01.02 cont.

7. An advertising message of 10 seconds to one minute's duration that is broadcast between or during programs is called:

   a. spot announcement.
   b. verbal advertisement.
   c. position announcement.
   d. spontaneous advertisement.

8. The major advantage offered by magazine advertising in relation to newspaper advertising is:

   a. that the cost is lower.
   b. that the size is larger.
   c. that the life is longer.
   d. the availability of color.

9. A newspaper that is delivered to homes free of charge and consists almost entirely of advertising but sometimes includes limited news, special features, or editorials is called:

   a. a complimentary press.
   b. specialty newspaper.
   c. trade newspaper.
   d. shopper.

10. Which of the following products or services would utilize outdoor advertising most effectively?

    a. furniture.
    b. petroleum products.
    c. farm and garden supplies.
    d. manufacturers of consumer goods.

27.10.01.03

11. In the AIDCA formula, the "D" stands for:

    a. display.
    b. drama.
    c. desire.
    d. determination.

12. One special method used in advertising to encourage direct action by customers is the inclusion of what in the advertisement?

    a. prices.
    b. coupons.
    c. illustrations.
    d. trademarks.

27.10.01.03 cont.

13. Sentences considered suitable for easily understood advertising copy should contain no more than how many words?

a. 29
b. 20
c. 14
d. 34

14. Newspaper ads must compete with which of the following for the reader's attention?

a. from radio station music.
b. comics.
c. news features.
d. soap operas.

15. The device in an advertisement which briefly expands on the idea presented in the headline is:

a. subhead.
b. body copy.
c. theme.
d. copy line.

27.10.01.04

16. A distinctively designed form of a brand or firm name is a:

a. typeface.
b. logo type.
c. patent.
d. copyright.

17. A "signature" in an ad is another name for a:

a. subhead.
b. copy.
c. slug.
d. illustration.

18. The large typeface used for ad layout headlines is called:

a. block type.
b. display type.
c. uppercase type.
d. capital type.

19. The use of varied forms and sizes of the elements in an ad layout would be based on the principle of:

a. movement.
b. contrast.
c. position.
d. weight.

27.10.01.04 cont.

20. Cardboard like molds into which molten metal is poured to form a printing plate are called:

a. mats.
b. slicks.
c. slabs.
d. platens.

27.10.01.05

21. The highest percentage of sales invested in advertising is that invested by:

a. retailers.
b. manufacturers of industrial goods.
c. wholesalers.
d. manufacturers.

22. A single folded sheet of direct mail advertising that is unfolded and read as a unit is called a:

a. leaflet.
b. thumbnail.
c. mini-comp.
d. signet.

23. Direct mail advertisement can be made to look like personal correspondence and thus is more likely to be read if it is sent:

a. by messenger.
b. in a plain brown envelope.
c. with the envelope typewritten.
d. by first class mail.

24. Prompt action is encouraged most effectively by enclosing what item with a direct mail piece?

a. a promise of a customer feature.
b. a gift.
c. a premium.
d. self-addressed return postcard.

25. Which class of mail is generally preferred in direct mail pieces because of its economical rate and assurance of delivery?

a. second class.
b. parcel post.
c. third class.
d. package rate.

27.10.01.06

26. The Gallup recall tests are used to measure the effectiveness of:

a. direct mail.
b. magazines.
c. radio.
d. television.

27. The Trendex and Hooper ratings measure the effectiveness of:

a. direct mail.
b. outdoor advertising.
c. magazines.
d. radio.

28. One method of pretesting advertising is:

a. reference studies.
b. triple associates tests.
c. firm's reputation.
d. medium that delivers the message.

29. The largest degree of readership in the Starch Advertisement Readership tests is recorded in which of the following categories?

a. seen-associated.
b. complexed.
c. read most.
d. visual activity.

30. Including one advertisement in half a publication run and another ad in the other half is called a:

a. dual press.
b. dual print.
c. split run.
d. comparison print.

UNIT PRETEST ANSWER KEY: ADVERTISING FUNDAMENTALS

LAP .01

1. a
2. a
3. a
4. d
5. b

LAP .02

6. a
7. a
8. c
9. d
10. b

LAP .03

11. c
12. b
13. c
14. c
15. a

LAP .04

16. b
17. c
18. b
19. b
20. a

LAP .05

21. d
22. a
23. d
24. d
25. c

LAP .06

26. b
27. d
28. d
29. c
30. c

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Glasgow AFB, Montana 59231

File Code: 27.10.01.01.A2-0

Date Published: 3/24/75

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Types of Advertising

OBJECTIVE:

Identify the types of advertising, define or describe each type.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Advertising, Antrim, 1970.
Filmstrip: "Advertising", Current Affairs Films.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. View filmstrip, "Advertising".
3. Read pages 1 through 11.
4. Answer questions 1 through 11 under "Talking Business" on pages 12 and 13, and questions 2 and 4 under "Sharpen Your Outlook" on page 13, on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed on to the next LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.01.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: TYPES OF ADVERTISING

1. Stores or service organizations that use advertising to come in and buy goods or services are called:

   a. public advertisers.
   b. promotional advertisers.
   c. consumer products advertisers.
   d. retail advertisers.

2. Companies that pay for the cost of advertising are called:

   a. media representative.
   b. promoter.
   c. producer.
   d. sponsor.

3. Which form of advertising projects a favorable impression of a company and creates goodwill?

   a. institutional advertising.
   b. promotional advertising.
   c. industrial advertising.
   d. public relations.

4. Trade advertising is meant to influence which of the following businesses?

   a. wholesalers and retailers.
   b. wholesalers only.
   c. retailers only.
   d. wholesalers and service businesses.

5. Which of the following advertising personnel prepare textual material for retail advertisements?

   a. the proofwriter.
   b. the advertising clerk.
   c. the rewrite man.
   d. the copywriter.

6. The channels of communication used by advertisers are referred to as:

   a. media.
   b. transmission channels.
   c. advertising lines.
   d. didactics.

7. A person who sells advertising for a newspaper is known as which of the following?

   a. classified advertising salesman.
   b. general account salesman.
   c. display advertising salesman.
   d. specialty advertising salesman.

8. The largest number of advertising jobs in the media fields are:

   a. management.
   b. writing.
   c. artists.
   d. sales.

9. Which of the following business fields offer more job opportunities for beginners than any other area?

   a. industrial advertisers.
   b. wholesaler advertisers.
   c. advertising agencies.
   d. retail advertisers.

10. The goal of institutional advertising is to:

   a. support personal selling.
   b. remind the public of the company's trade name.
   c. remind consumers of established products.
   d. introduce a new product.

LAP TEST ANSWER KEY: TYPES OF ADVERTISING

1. d
2. d
3. a
4. a
5. d
6. a
7. c
8. d
9. d
10. b

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Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Advertising Media

OBJECTIVE:

Identify a list of terms related to advertising media, define or describe each term as used in the advertising industry.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Advertising, Antrim, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 19 through 26.
3. Study the illustrations and tables throughout the reading assignment for additional information.
4. Answer questions 1 through 8 under "Talking Business" on page 27 and questions 2 and 3 on page 28 on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.02.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: ADVERTISING MEDIA

1. The largest amount of advertising expenditures is for advertising in which of the following media?

   a. newspapers.
   b. magazines.
   c. radio.
   d. television.

2. Advertisements placed in a special section of a newspaper and arranged according to product or service with no illustrations are called:

   a. standard line advertisements.
   b. nonpromotional advertisements.
   c. block advertisements.
   d. classified advertisements.

3. Advertisements placed throughout a newspaper that make use of attention getting elements such as different space sizes, types, and layouts are called:

   a. illustrated advertisements.
   b. promotional advertisements.
   c. graphic advertisements.
   d. display advertisements.

4. The major portion of the cost of newspaper and magazine publishing is paid for by:

   a. sponsors.
   b. advertisers.
   c. stockholders.
   d. parent companies.

5. Postcards, leaflets, folders, and booklets are in which of the following categories of advertising media?

   a. broadcast.
   b. outdoor.
   c. spontaneous.
   d. direct mail.

6. The advertising medium that reaches the most people everyday is:

   a. magazines.
   b. newspapers.
   c. radio.
   d. television.

7. An advertising message of 10 seconds to one minute's duration that is broadcast between or during programs is called:

   a. spot announcement.
   b. verbal advertisement.
   c. position announcement.
   d. spontaneous advertisement.

8. The major advantage offered by magazine advertising in relation to newspaper advertising is:

   a. that the cost is lower.
   b. that the size is larger.
   c. that the life is longer.
   d. the availability of color.

9. Calendars are often used for which of the following types of advertising?

   a. position.
   b. display.
   c. publicity.
   d. specialty.

10. A newspaper that is delivered to homes free of charge and consists almost entirely of advertising but sometimes includes limited news, special features, or editorials is called:

   a. a complimentary press.
   b. specialty newspaper.
   c. trade newspaper.
   d. shopper.

LAP TEST ANSWER KEY: ADVERTISING MEDIA

1. a
2. d
3. d
4. b
5. d
6. b
7. a
8. c
9. d
10. d

File Code: 27.10.01.03.A2-0

Date Published: 3/24/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Preparing Advertising Copy

OBJECTIVE:

Given technical information and selling features of a product, plan and write a headline, subhead, and body copy for a local newspaper advertisement.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Advertising, Antrim, 1970.
Filmstrip: "Newspaper Advertising", International Film Bureau, Inc.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. View filmstrip, "Newspaper Advertising".
3. Read pages 33 through 43.
4. Study the illustrations given throughout the reading assignment for additional information.
5. Complete "Project Number 5" on pages 47 and 48. Use a separate paper.
6. Turn in all written work to the instructor. The instructor will review this project with you when he has evaluated the project.
7. Return the text.
8. Take the LAP test. Correct all errors.
9. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.03.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: PREPARING ADVERTISING COPY

1. The major purpose of advertising headlines is to:

   a. give price information.
   b. clinch the sale.
   c. give product information.
   d. arouse interest.

2. A major responsibility of the copywriter is translating selling points into:

   a. customer benefits.
   b. product qualities.
   c. features.
   d. merchandise information.

3. In the AIDCA formula, the "D" stands for:

   a. display.
   b. drama.
   c. desire.
   d. determination.

4. One special method used in advertising to encourage direct action by customers is the inclusion of what in the advertisement?

   a. prices.
   b. coupons.
   c. illustrations.
   d. trademarks.

5. Sentences considered suitable for easily understood advertising copy should contain no more than how many words?

   a. 29
   b. 20
   c. 14
   d. 34

6. "Don't go without it" would be an example of a headline that:

   a. highlights features.
   b. contains news.
   c. promises benefits.
   d. provokes curiosity.

7. The device in an advertisement which briefly expands on the idea presented in the headline is:

   a. subhead.
   b. body copy.
   c. theme.
   d. copy line.

8. A headline for Chicquita bananas read "A Funny Thing Happened on the Way to a Better Banana." What type of a headline was this?

   a. promising a benefit.
   b. provoked curiosity.
   c. told reader some news.
   d. presented product features.

9. When a subhead is not used in an ad, the headline idea is expanded:

   a. in the ad's signature.
   b. within the headline.
   c. in the illustrations.
   d. in the first paragraph of the body copy.

10. In the AIDCA formula, the two "A's" stand for:

   a. action and aggressiveness.
   b. attention and action.
   c. aggressiveness and alacrity.
   d. attention and advertisement.

LAP TEST ANSWER KEY: PREPARING ADVERTISING COPY

1. d
2. a
3. c
4. b
5. c
6. d
7. a
8. b
9. d
10. b

File Code: 27.10.01.04.A2-0

Date Published: 3/24/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Illustrated Advertising

OBJECTIVE:

Given a list of terms related to advertising layout, identify and define each term.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Advertising, Antrim, 1970.
Encyclopedia of Advertising, Graham, 1970.

PROCEDURE:

1. Obtain a copy of the text Advertising, and go to your study area.
2. Read pages 49 through 61.
3. Carefully study the illustrations given throughout the reading assignment for additional information. Refer to Encyclopedia of Advertising as needed for clarification.
4. Answer questions 1 through 12 under "Talking Business" on page 62, and questions 2, 3, 4, 5, 6, and 8 under "Sharpen Your Outlook" on pages 62 & 63.
5. Turn in your answer sheets to the instructor.
6. Return the resource material.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.04.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: ILLUSTRATED ADVERTISING

1. The plan that shows the arrangement of the parts or elements of the advertisement is called:

   a. index.
   b. layout.
   c. principal sketch.
   d. action plan.

2. Ads intended to give an impression of dependability should use:

   a. formal balance.
   b. informal balance.
   c. illustrations.
   d. script lettering.

3. Eye direction is another name for the principle of:

   a. distribution.
   b. placement.
   c. position.
   d. movement.

4. A distinctively designed form of a brand or firm name is a:

   a. typeface.
   b. logo type.
   c. patent.
   d. copyright.

5. A "signature" in an ad is another name for a:

   a. subhead.
   b. copy.
   c. slug.
   d. illustration.

6. The most economical illustration to reproduce for advertising is the:

   a. pen and ink drawing.
   b. water color drawing.
   c. painting.
   d. wash drawing.

7. Organizing the elements of an ad layout into a harmonious composition that makes a single impression is called:

   a. coordination.
   b. expression.
   c. unity.
   d. association.

8. The first step in the preparation of an ad layout is to prepare a:

   a. thumbnail sketch.
   b. semicomp.
   c. rough layout.
   d. graphic record.

9. The most expensive illustrations to reproduce in an ad are:

   a. commercial mattes.
   b. pen and ink drawings.
   c. original photographs.
   d. line drawings.

10. Cardboard like molds into which molten metal is poured to form a printing plate are called:

   a. mats.
   b. slicks.
   c. slabs.
   d. platens.

LAP TEST ANSWER KEY: ILLUSTRATED ADVERTISING

1. b
2. a
3. d
4. b
5. c
6. a
7. c
8. a
9. c
10. a

File Code: 27.10.01.05.A2-0

Date Published: 3/24/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Direct Mail Advertising

OBJECTIVE:

Given a list of terms related to direct mail advertising, identify and define each term.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Advertising, Antrim, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 67 through 77.
3. Carefully study the illustrations and examples given throughout the reading assignment for additional information.
4. Answer questions 1 through 9 under "Talking Business" on page 78, and questions 1, 2, 3, 4, and 5 under "Sharpen Your Outlook" on pages 78 and 79 on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.05.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: DIRECT MAIL ADVERTISING

1. The third largest promotion medium after newspaper and television advertising is:

   a. magazines.
   b. display.
   c. direct mail.
   d. radio.

2. The most important ingredient in any successful direct mail campaign is the:

   a. postal system.
   b. selection of products.
   c. bulk mailing rate.
   d. mailing list.

3. The form of direct mail advertising that is used because of its personal approach is the:

   a. letter.
   b. folder.
   c. postcard.
   d. brochure.

4. An advertisement that stimulates curiosity by withholding information and promising more in future messages is called a(n):

   a. impact statement.
   b. opener.
   c. teaser.
   d. simulated news item.

5. A compilation of individuals or companies, who can use the advertisers product, can afford to pay for it, and be interested in buying it, is called a:

   a. survey result.
   b. customer record.
   c. mailing list.
   d. prospect record.

6. The highest percentage of sales invested in advertising is that invested by:

   a. retailers.
   b. manufacturers of industrial goods.
   c. wholesalers.
   d. manufacturers of consumer goods.

7. A single folded sheet of direct mail advertising that is unfolded and read as a unit is called a:

   a. leaflet.
   b. thumbnail.
   c. mini-comp.
   d. signet.

8. Direct mail advertisement can be made to look like personal correspondence, and thus is more likely to be read if it is sent:

   a. by messenger.
   b. in a plain brown envelope.
   c. with the envelope typewritten.
   d. by first class mail.

9. Prompt action is encouraged most effectively by enclosing what item with a direct mail piece?

   a. a promise of a customer feature.
   b. a gift.
   c. a premium.
   d. self-addressed return postcard.

10. Which class of mail is generally preferred in direct mail pieces because of its economical rate and assurance of delivery?

   a. second class.
   b. parcel post.
   c. third class.
   d. package rate.

LAP TEST ANSWER KEY: DIRECT MAIL ADVERTISING

1. c
2. d
3. a
4. c
5. c
6. d
7. a
8. d
9. d
10. c

Student: _____ File Code: 27.10.01.06.A2-2

Date: _____ Date Published: 11/11/75

LAP TEST: EVALUATING ADVERTISING

1. A newspaper's circulation is verified by statements issued by which of the following organizations?

   a. NCS
   b. ASC
   c. ABC
   d. NET

2. In the Starch Consumer Magazine reports, individuals in the household where a copy of a magazine was originally received are classified as:

   a. primary readers.
   b. buying audience.
   c. initial subscribers.
   d. secondary readers.

3. The Robinson recall tests are used in connection with which of the following media?

   a. direct mail.
   b. transportation advertising.
   c. outdoor advertising.
   d. magazines.

4. The difference between the number of people who choose a package of an advertised brand before and after viewing a commercial is called:

   a. preference change.
   b. brand exchange rate.
   c. variation.
   d. product deviation.

5. The Gallup recall tests are used to measure the effectiveness of:

   a. direct mail.
   b. magazines and television.
   c. newspaper ads.
   d. coupons.

6. The Trendex and Hooper ratings measure the effectiveness of:

   a. direct mail.
   b. outdoor advertising.
   c. magazines.
   d. radio and television.

7. Information is provided about the meaning received by readers from advertisements through the use of:

   a. aptitude tests.
   b. post tests.
   c. recall tests.
   d. surreptitious tests.

8. Advertising research is used to measure the effectiveness of the:

   a. newspaper's image.
   b. product packaging.
   c. firm's reputation.
   d. medium that delivers the message.

9. One method of pretesting advertising is:

   a. reference studies.
   b. triple associates tests.
   c. recognition tests.
   d. opinion studies.

10. Showing people two ads and asking them to choose the one they prefer is called a(n):

    a. attitude evaluation.
    b. receptance charge.
    c. paired comparison.
    d. preference deviation study.

LAP TEST ANSWER KEY: EVALUATING ADVERTISING

1. c
2. a
3. d
4. a
5. b
6. d
7. c
8. d
9. d
10. c

File Code: 27.10.01.07.A2-0

Date Published: 12/9/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Developing a Newspaper Advertisement

OBJECTIVE:

Review the information on newspaper advertising in preparation for developing a newspaper advertisement.

EVALUATION PROCEDURE:

None.

RESOURCES:

Advertising, Antrim, 1970

PROCEDURE:

1. Review pages 1 through 61 in the text, Advertising.
2. Read the instructions for completing project 6 on page 65 of Advertising.
3. Ask the instructor for the performance test. If successful, continue to the next unit.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.01.00.B2-2

Date: _____ Date Published: 7/24/1974

UNIT POST TEST: ADVERTISING FUNDAMENTALS

27.10.01.01

1. Companies that advertise their own products by brand name are called:

   a. national advertisers.
   b. standard advertisers.
   c. institutional advertisers.
   d. industrial advertisers.

2. The type of advertising in which a manufacturer prepares an advertisement for a name brand product and inserts the name of the retailer who sells the product is called a:

   a. private label advertisement.
   b. cooperative advertisement.
   c. national advertisement.
   d. local advertisement.

3. Advertising is a less expensive substitute for which of the following activities?

   a. public relations.
   b. publicity.
   c. personal selling.
   d. display.

4. Trade advertising is done by which of the following businesses?

   a. manufacturers only.
   b. manufacturers and wholesalers.
   c. wholesalers only.
   d. agents and brokers.

5. The individual responsible for planning and directing advertising activities of an agency's clients is called the:

   a. account executive.
   b. advertising director.
   c. promotion manager.
   d. advertising administrator.

27.10.01.02

6. Newspaper advertising is most noted for its:

   a. rigidity.
   b. flexibility.
   c. appeal to teenagers.
   d. high cost per thousand readers.

27.10.01.02 cont.

7. Since the introduction of television to America, the number of radios has:

   a. increased.
   b. decreased.
   c. been replaced by televisions.
   d. remained the same.

8. Advertising placed on one television station is called:

   a. spot advertising.
   b. independent advertising.
   c. single item advertising.
   d. local advertising.

9. Useful articles that carry the advertiser's name and address or message to potential customers are used in what type of promotional activity.

   a. specialty advertising.
   b. novelty advertising.
   c. selective advertising.
   d. leader advertising.

10. Which of the following products or services would utilize outdoor advertising most effectively?

   a. furniture.
   b. petroleum products.
   c. farm and garden supplies.
   d. T.V. and appliances.

27.10.01.03

11. Most large retail store copywriters receive a detailed description of the merchandise to be advertised from a:

   a. copy pad.
   b. layout book.
   c. fact sheet.
   d. product record.

12. In the AIDCA formula, the "I" stands for:

   a. insight.
   b. intelligence.
   c. inspiration.
   d. interest.

13. In the AIDCA formula, the "C" stands for:

   a. credibility.
   b. confidence.
   c. contest.
   d. correlation.

27.10.01.03 cont.

14. Newspaper ads must compete with which of the following for the reader's attention?

a. from radio station music.
b. comics.
c. news features.
d. soap operas.

15. Ads are most effective when they promise the reader a:

a. product.
b. feature.
c. benefit.
d. service.

27.10.01.04

16. If the elements used in an ad are placed or weighed against one another and positioned to create equilibrium, the ad has:

a. rhythm.
b. proportion.
c. balance.
d. contrast.

17. When elements of different weights are placed at different distances from the optical center, what effect is created?

a. contrast.
b. informal balance.
c. proportion.
d. repetition.

18. The large typeface used for ad layout headlines is called:

a. block type.
b. display type.
c. uppercase type.
d. capital type.

19. The use of varied forms and sizes of the elements in an ad layout would be based on the principle of:

a. movement.
b. contrast.
c. position.
d. weight.

20. Contrast in an ad can be obtained in which of the following ways?

a. size, composition, color.
b. size, shape, direction.
c. shape, color, weight.
d. proportion, size, balance.

27.10.01.05

21. A layout developed to show the finished size, shape, and form of a direct mail ad is called a(n):

a. simulation.
b. dummy.
c. mock-up.
d. advance layout.

22. A giant folder in direct mail advertising is called a:

a. monolith.
b. salvo.
c. broadside.
d. foresquare.

23. A newspaper or magazine prepared by a company and designed to provide a means of communication between the company and its employees or customers is called a(n):

a. internal pamphlet.
b. house organ.
c. trade journal.
d. company press.

24. The most important use of direct mail advertising is soliciting:

a. orders.
b. salesmen.
c. suppliers.
d. stockholders.

25. A booklet which is especially elaborate is called a:

a. sonnet.
b. signet.
c. brochure.
d. graphic folder.

27.10.01.06

26. Magazines often provide their advertisers with:

a. premiums.
b. editorial space.
c. free samples.
d. research studies.

27. A newspaper's advertising space is sold on a national basis by:

a. publishers representative.
b. newspaper merchandiser.
c. national space salesman.
d. account salesman.

27.10.01.06 cont.

28. The largest degree of readership in the Starch Advertisement Readership tests is recorded in which of the following categories?

    a. seen-associated.
    b. complexed.
    c. read most.
    d. visual activity.

29. Including one advertisement in half a publication run and another ad in the other half is called a:

    a. dual press.
    b. dual print.
    c. split run.
    d. comparison print.

30. If an interviewer gives a reader a product classification and a campaign theme or slogan and asks him to give him the name of the advertiser or brand that he associates with these two facts, what kind of test is being given?

    a. isolated-fact.
    b. paired-comparison.
    c. dual-preference.
    d. triple-associates.

UNIT POST TEST ANSWER KEY: ADVERTISING FUNDAMENTALS

LAP .01

1. a
2. b
3. c
4. b
5. a

LAP .02

6. b
7. a
8. d
9. a
10. b

LAP .03

11. c
12. d
13. a
14. c
15. c

LAP .04

16. c
17. b
18. b
19. b
20. b

LAP .05

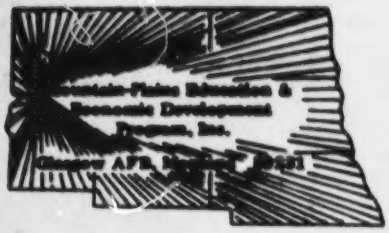
21. b
22. c
23 b
24. a
25. c

LAP .06

26. d
27. a
28. c
29. c
30. d

Student: _____ File Code: 27.10.01.00.A1-5

Date: _____ Date Published: 11/14/74



Family Pay Number: _____ Sex: M F (Circle 1)

UNIT PERFORMANCE TEST: ADVERTISING FUNDAMENTALS

OBJECTIVE:

Complete an advertising layout according to the attached checklist.

TASK:

The student will complete an advertising layout for a product or products. It will have a headline, copy and layout.

ASSIGNMENT:

CONDITIONS:

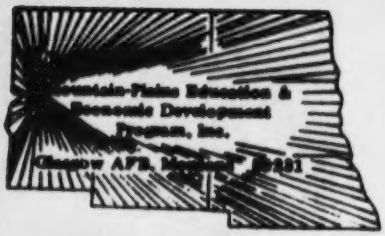
The student may not use any references. He may not receive any help from the instructor or other students. The student must use only the resources provided. There will be a 6-hour time limit to complete the advertising layout.

RESOURCES:

Multi-Ad service examples
Onion skin paper
Scissors
Rubber cement
Pencil
Pen
T-square

Student: _____ File Code: 27.10.01.00.A1-5

Date: _____ Date Published: 11/14/74



Family Pay Number: _____ Sex: M F (Circle 1)

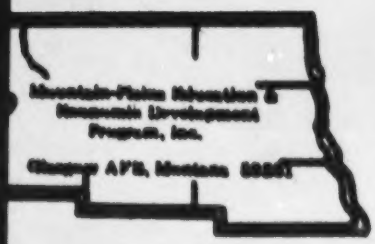
PERFORMANCE CHECKLIST:

OVERALL PERFORMANCE: Satisfactory_____ Unsatisfactory_____

	CRITERION Met	Not Met
Objective 1:		
1. Complete a thumbnail sketch.		
Criterion: Sketch will contain all the elements of the		
full-sized layout in proportion as stated in		
"Advertising", by William H. Antrim, Chapter 4.		
2. Complete a rough layout.		
Criterion: Student will use thumbnail sketch. He will		
work in the same size that will be used for the		
completed advertisement, as stated in "Advertising",		
by William H. Antrim, Chapter 4.		
3. Complete a semicomprehensive layout.		
Criterion: Student further refines rough layout by tracing		
it. All elements are realistically presented in		
their correct shapes size and tone as stated		
in "Advertising" by William H. Antrim.		

File Code: 27.10.02.00.A2-1

Date Published: 4/15/75



Learning Experience Guide

UNIT: PROMOTION

RATIONALE:

Sales and mid-management personnel are often required to plan and participate in sales promotion activities in order to attract customers to their businesses.

PREREQUISITES:

Unit .01 of this course (Advertising Fundamentals).

OBJECTIVE:

Identify the fundamentals of sales promotion and public relation activities.

RESOURCES:

Display and Promotion, Gary R. Smith, Gregg Division/McGraw-Hill Book Co., 1970.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit.

PERFORMANCE ACTIVITIES:

.01 Sales Promotion
.02 Public Relations

EVALUATION PROCEDURE:

Complete an instructor scored multiple-choice type of test with 80% accuracy.

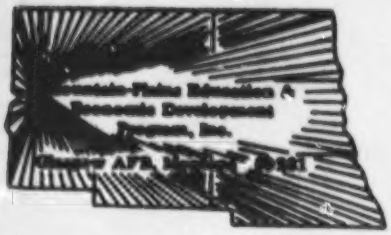
FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.02.00.A2-2

Date: _____ Date Published: 7/25/1974



UNIT PRETEST: PROMOTION

27.10.02.01

1. Free gifts placed in product packages by manufacturers are called:

   a. manufacturers' premiums.
   b. factory packs.
   c. production pre-packs.
   d. industrial premiums.

2. A premium presented to a prospect by a door-to-door salesman is known as a(n):

   a. at-cost premium.
   b. personal selling premium.
   c. direct-sales premium.
   d. brand-name premium.

3. In order to avoid being labelled as a lottery, sweepstakes must:

   a. not be worth more than $100.00.
   b. require entrants to submit a proof-of-purchase seal.
   c. not require entrants to buy a product.
   d. be conducted only in New York and Nevada.

4. Which type of business is the leading user of premiums to stimulate sales?

   a. retail grocers.
   b. department stores.
   c. specialty shops.
   d. single line stores.

5. How much are retailers reimbursed for redeeming and handling coupons for manufacturers?

   a. 1¢
   b. 4¢
   c. 3¢
   d. 2¢

27.10.02.02

6. Which area on a page of a news release usually contains the heading?

   a. upper center.
   b. upper right.
   c. upper left.
   d. lower center.

27.10.02.02 cont.

7. The release date for a news release is usually placed in what area on the page?

   a. upper right.
   b. upper left.
   c. lower left.
   d. lower right.

8. The media which uses the greatest amount of publicity items is:

   a. newspapers.
   b. radio.
   c. television.
   d. magazines.

9. Messages about a product or a company prepared as editorial material rather than as advertising are called:

   a. publicity releases.
   b. news stories.
   c. product releases.
   d. industrial advertisements.

10. The single factor that always distinguishes publicity from advertising is:

   a. publicity requires a newsworthy event.
   b. publicity does not identify the sponsor.
   c. publicity costs nothing.
   d. publicity is a nonpersonal form of selling.

UNIT PRETEST ANSWER KEY: PROMOTION

LAP .01

1. b
2. c
3. c
4. a
5. d

LAP .02

6. c
7. a
8. a
9. a
10. c

File Code: 27.10.02.01.A2-0

Date Published: 3/24/75

Mountain-Plains Education & Economic Development Program, Inc.
Havre AFB, Montana 59531

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Sales Promotion

OBJECTIVE:

Given a list of terms related to sales promotion activities, identify or define each term.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 83 through 93.
3. Study the illustrations given throughout the reading assignment for additional information.
4. Answer questions 1 through 8 under "Talking Business" on page 94, and questions 1, 4, 5, and 6 under "Sharpen Your Outlook" on page 94 on a separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. When this LAP is successfully completed, proceed to the next LAP.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.02.01.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: SALES PROMOTION

1. The oldest and largest trading stamp company in the United States is:

   a. Hatfield and McCoy.
   b. Gold Bond.
   c. Blue Chip.
   d. Sperry and Hutchinson.

2. A premium presented to a prospect by a door-to-door salesman is known as a(n):

   a. at-cost premium,
   b. personal selling premium.
   c. direct-sales premium.
   d. brand-name premium.

3. Certificates given to customers entitling them to cash discounts, merchandise, or related items are called:

   a. self-liquidating premiums.
   b. coupons.
   c. discount cards.
   d. cash certificates.

4. What is the average expected rate of redemption for coupons?

   a. 25-40%
   b. 5-10%
   c. 15-20%
   d. 40-50%

5. The highest rate of redemption for coupons can be obtained using which of the following distribution methods?

   a. car cards.
   b. newspapers.
   c. magazines.
   d. direct mail.

6. Which of the following is considered to be a sales promotion activity?

   a. sales training sessions.
   b. trade shows.
   c. sales motivation meetings.
   d. advertising.

7. In order to avoid being labelled as a lottery, sweepstakes must:

   a. not be worth more than $100.00.
   b. require entrants to submit a proof-of-purchase seal.
   c. not require entrants to buy a product.
   d. be conducted only in New York and Nevada.

8. Which type of business is the leading user of premiums to stimulate sales?

   a. retail grocers.
   b. department stores.
   c. specialty shops.
   d. single line stores.

9. How much are retailers reimbursed for redeeming and handling coupons for manufacturers?

   a. 1¢
   b. 4¢
   c. 3¢
   d. 2¢

10. Glasses, dishes, and towels put into boxes of detergent would be classified in which of the following category of premiums?

   a. novelty packs.
   b. self-liquidating.
   c. at-cost.
   d. factory packs.

LAP TEST ANSWER KEY: SALES PROMOTION

1. d
2. c
3. b
4. c
5. d
6. b
7. c
8. a
9. d
10. d

File Code: 27.10.02.02.A2-0

Date Published: 3/24/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Public Relations

OBJECTIVE:

Given a list of terms associated with public relations activities, identify or define each term.

EVALUATION PROCEDURE:

Complete a student scored multiple-choice type of test. Successful completion is eight out of ten items.

RESOURCES:

Display and Promotion, Smith, 1970.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 97 through 104.
3. Study the illustrations given throughout the reading assignment for additional information.
4. Answer questions 1 through 5 under "Talking Business" on page 105, and questions 1 and 2 under "Sharpen Your Outlook" on pages 105 and 106. separate sheet of paper.
5. Turn in your answer sheets to the instructor.
6. Return the text.
7. Take the LAP test. Correct all errors.
8. Ask instructor for unit test. Hand to instructor for correction.
9. If the previous tests have been successfully completed, ask instructor to schedule the course test at the testing center.

Principal Author(s): B. Egan

Student: _____ File Code: 27.10.02.02.A2-2

Date: _____ Date Published: 7/25/1974

LAP TEST: PUBLIC RELATIONS

1. The hour or day after which press releases will not be accepted for appearance in various news media is called a:

   a. dateline.
   b. deadline.
   c. news release limit.
   d. release date.

2. Publicity of national or regional interest should be sent to:

   a. INS and Pravda News Service.
   b. AP and Reuter's News Service.
   c. UPI and INS.
   d. AP and UPI.

3. Which area on a page of a news release usually contains the heading?

   a. upper center.
   b. upper right.
   c. upper left.
   d. lower center.

4. The release date for a news release is usually placed in what area on the page?

   a. upper right.
   b. upper left.
   c. lower left.
   d. lower right.

5. The media which uses the greatest amount of publicity items is:

   a. newspapers.
   b. radio.
   c. television.
   d. magazines.

6. In attempting to get radio or television publicity, the person to contact would be the:

   a. news media coordinator.
   b. copywriter.
   c. news director.
   d. program director.

7. A good public relations program starts with improving relations with which group?

   a. city councils
   b. suppliers.
   c. youth groups.
   d. employees.

8. The single factor that always distinguishes publicity from advertising is:

   a. publicity requires a newsworthy event.
   b. publicity does not identify the sponsor.
   c. publicity costs nothing.
   d. publicity is a nonpersonal form of selling.

9. What symbol should be placed at the end of a news release to show the story is finished?

   a. -50-
   b. ###
   c. -0-0-0-
   d. xxx

10. The first paragraph of a news story is called the:

   a. introduction.
   b. opener.
   c. lead.
   d. gate.

LAP TEST ANSWER KEY: PUBLIC RELATIONS

1. b
2. d
3. c
4. a
5. a
6. d
7. d
8. c
9. b
10. c

Student: _____ File Code: 27.10.02.00.B2-2

Date: _____ Date Published: 7/25/1974

UNIT POST TEST: PROMOTION

27.10.02.01

1. An article that is offered to a prospect as an inducement to buy is called a:

   a. consideration.
   b. premium.
   c. prize.
   d. trade device.

2. Coupons and trading stamps are classified in which of the following categories?

   a. advertising.
   b. premiums.
   c. publicity.
   d. personal selling.

3. Free gifts placed in product packages by manufacturers are called:

   a. manufacturers' premiums.
   b. factory packs.
   c. production pre-packs.
   d. industrial premiums.

4. When the consumer sends in a proof-of-purchase and a specified amount of money for an item, this is called what type of premium?

   a. price recovery.
   b. at-cost.
   c. cost-plus.
   d. self-liquidating.

5. Premiums are usually classified in which of the following categories?

   a. sales promotion.
   b. advertising.
   c. publicity.
   d. public relations.

27.10.02.02

6. Any activity designed to build goodwill toward a business organization is a definition of:

   a. public relations.
   b. sales promotion.
   c. advertising.
   d. community service.

27.10.02.02 cont.

7. A brief description of a news picture which identifies what is in the picture is called a:

   a. graphic sentence.
   b. picture line.
   c. caption.
   d. data line.

8. In working with newspaper publicity, the person to contact on the newspaper would be the:

   a. managing editor.
   b. city editor.
   c. rewrite reporter.
   d. copy chief.

9. Messages about a product or a company prepared as editorial material rather than as advertising are called:

   a. publicity releases.
   b. news stories.
   c. product releases.
   d. industrial advertisements.

10. If a news release runs more than one page, what should be placed at the bottom of the first page?

   a. "continued"
   b. "more"
   c. "page 1 of 2"
   d. "see page 2"

UNIT POST TEST ANSWER KEY: PROMOTION

LAP .01

1. b
2. b
3. b
4. d
5. a

LAP .02

6. a
7. c
8. b
9. a
10. b